



Date of Council Meeting: April 23, 2013

**TOWN OF LEESBURG
TOWN COUNCIL MEETING**

Subject: Youth Career Expo

Staff Contacts: Marantha Edwards, Director Economic Development
Doug Parsons, Business Development Manager

Recommendation: This item is for Council discussion and action.

Background: In January of 2013, the Council took action to direct staff to coordinate and implement a Youth Career Expo in March 2013 at ProJet in Leesburg. The event was held on Saturday, March 16th from noon until 3 pm. Close to 50 businesses ranging from restaurants to retailers to technology companies participated to showcase their businesses and the availability of job offerings. More than 250 students attended from Loudoun County High School, Tuscarora High School, Heritage High School, NOVA, George Washington University, University of Virginia, Virginia Tech and George Mason University. The following departments worked together to implement the half day event; Economic Development, Public Works, Airport, Executive, Parks and Recreation and Human Resources.

After event follow up included surveys to the businesses, thank you letters to participating businesses and sponsors and a volunteer lunch is planned. Based on conversations with many of the participating businesses we know that approximately 30 businesses have filled positions as a result of the Career Expo. The evaluations of the event from the participants indicate it was well orchestrated and beneficial to them. Many of the businesses that participated this year are eager to do so next year if an event were held and many that were unable to attend look forward to a future event.

It has been recommended that a Youth Career Expo take place in 2014 to continue the momentum of bringing businesses and workforce together.

Many students and young adults seek summer jobs and potential full time careers in Leesburg each year. The desired goal of a Youth Career Expo is to educate students about the amazing diversity of the career opportunities in our town and the skills they'll need to secure those jobs. The diversity in the Leesburg business community includes the following industries; healthcare, recreation, retail, restaurant, construction, the arts, banking and landscaping. Enhancements to the event for future years would include resume and interview assistance, selecting a date later in the spring that coordinates with college and university spring breaks and to further increase the number and diversity of the participating businesses. Our goal is to build the event into the premier Career Expo for the region.

MOTION

Town staff is directed to include the Youth Career Expo in the Economic Development work program and budget for future years for an estimated cost of \$3,800.